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Press Release #4

January 7th, 2025

V-HORROR

THE EMERGENCE OF GENRE IN VIETNAM



This promise will be kept this year, with an unprecedented spotlight on three feature-length horrific films from Vietnam, allowing festival-goers to witness the emergence of a new territory on the cinema map, and a production that is rising to the level of international standards, thanks in particular to the wise and invaluable support of the cultural services of

the French Embassy in Vietnam.

This year, we're keeping our promise, with an exclusive focus on three feature-length horrific films from Vietnam, giving festival-goers the chance to witness the emergence of a new territory on the cinema map, and a production that's rising to international standards, thanks in no small part to the invaluable support of the cultural services of the French Embassy in Vietnam.

It's also an opportunity to observe that the fantasy genre, wherever it comes from, preserves its unique identity and its own folklores, without losing its subversive power, particularly with regard to a patriarchal and violent society steeped in ancestral beliefs...

Aude Hesbert
Festival Director



CRIMSON SNOOT

by Lưu Thành Luân

In the presence of the director



KFC

by Lê Bình Giang

In the presence of the director



VIETNAMESE HORROR STORY

by Trần Hữu Tấn

V-Horror: the Vietnamese phenomenon that shakes the screens

While Vietnamese auteur cinema is currently racking up prizes and plaudits across European festivals, this Southeast Asian nation's popular cinema, notably in the horror genre, is seeing equally impressive commercial results. Even though film production only opened up to the private sector in this communist country 25 years ago, two key factors

have thrust Vietnamese cinema into the era of entertainment: the return of the Vietnamese diaspora in California, bringing Hollywood expertise home with it, and massive investment from South Korean conglomerates, which have built out a fleet of ultra-modern theaters in under a decade. This openness to foreign investment, in such a politically sensitive sector as film, stands in stark contrast to the situation in China, where protectionism reigns supreme. In another significant departure from its Chinese neighbor, Vietnam established a classification system in 2017 providing a legal framework for films meant for mature audiences. This change has allowed for the emergence of more violent and gory works, pushing Vietnamese genre cinema beyond paranormal comedies, even if the most extreme works, like Lê Bình Giang's **Kfc**, remain totally banned due to strict censorship rules. Furthermore, the development of a VFX ecosystem, initially geared toward servicing Korean series, has allowed local genre cinema to aim for grander visual ambition, as shown in the "face ripping" shot in Trần Hữu Tấn's **Vietnamese Horror Story**. In addition, a rich local folklore, populated by creatures and ghosts from regional tales and legends such as the Ma Da from the Mekong Delta, feeds filmmakers' imaginations. Mostly young audiences, often consisting of couples, welcome these films with growing enthusiasm. In January 2024, Lưu Thành Luân's **Crimson Snout** became the first Vietnamese horror film to sell over one million tickets, and since then, no fewer than four other films have crossed this bar. And these hits are starting to spread across Asia. Will 2025 be the year of the V-Horror wave? The answer begins in Gérardmer.

Jérémy Segay

Regional Audiovisual Attaché Southeast Asia



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The 9 feature films in Competition have already been announced!

Prepare your visit to the Gérardmer International Fantastic Film Festival by selecting the films you're most looking forward to.



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Wednesday, January 22, 2025
Screening schedule available online

Saturday, January 25, 2025 - 11am
Opening of online ticket sales and reservations

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🚨 GOOD DEAL 🚨

**Are you aged between 16 and 18?
Buy your ticket for a screening at the Gérardmer Festival
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GÉRARDMER

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